

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1064
ANSWERED ON 10.02.2025**

GROWTH OF FTAs

1064.SHRI BHARTRUHARI MAHTAB:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the key factors that are driving the growth of Foreign Tourist Arrivals (FTAs), considering that 2023 recorded 9.52 million Foreign Tourist Arrivals;**
- (b) whether Foreign Exchange Earnings (FEEs) through tourism in 2023 amounted to 2,31,927 crore rupees and in which manner the Government plans to further increase these earnings; and**
- (c) the details of the sectors aimed at by the Government for higher revenue generation for driving FEEs?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): As per data from the Bureau of Immigration, India recorded 9.52 million Foreign Tourist Arrivals (FTAs) in 2023, reflecting a 47.9% increase compared to 2022 year which account for Foreign Exchange Earnings (FEEs) of Rs.2,31,927 crore with a growth of 36.5%.

The growth in Foreign Tourist Arrivals (FTAs) is mainly driven by the post-pandemic revival of global travel and increasing confidence in India as a diverse and culturally rich destination. Enhanced air connectivity has improved accessibility to key tourist spots, while continuous development of tourism infrastructure has elevated the visitor experience. Additionally, targeted domestic and international marketing campaigns have strengthened India's global appeal, positioning it as a premier destination for travelers worldwide.

Furthermore, Ministry of Tourism has taken several steps/initiatives over the years to give boost to the tourism sector in the country, details of which are:

- The Ministry of Tourism under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage**

Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in the country.

- **Ministry of Tourism through its various campaigns and events promotes various tourism destinations and products of India in domestic and international markets. Some of the initiatives are Dekho Apna Desh campaign, Chalo India campaign, International Tourism Mart, Bharat Parv.**
- **The Incredible India Content Hub was launched which is a comprehensive digital repository, featuring a rich collection of high-quality images, films, brochures, and newsletters related to tourism in India. Promotions are also carried out through the web-site – www.incredibleindia.org and social media handles of the Ministry.**
- **Thematic tourism like wellness tourism, culinary tourism, rural, eco-tourism, etc. amongst other niche subjects are promoted so as to expand the scope of tourism into other sectors as well.**
- **Enhance the overall quality and visitor experience through initiatives focused on capacity building, skill development such as 'Capacity Building for Service Providers', 'Incredible India Tourist Facilitator' (IITF), 'Paryatan Mitra' and 'Paryatan Didi'.**
- **For improving air connectivity to important tourist destinations, Ministry of Tourism has collaborated with Ministry of Civil Aviation under their RCS-UDAN Scheme. As on date, 53 tourism routes have been operationalized.**
- **e-Visa scheme is now available to 167 countries and it is available for 9 sub-categories:**
 - i. **e-Tourist Visa**
 - ii. **e-Business Visa**
 - iii. **e-Medical Visa**
 - iv. **e-Conference Visa**
 - v. **e-Medical Attendant Visa**
 - vi. **e-Ayush Visa**
 - vii. **e-Ayush Attendant Visa**
 - viii. **e- Student Visa**
 - ix. **e-Student X Visa**
